



## Joyfully Jay 2021 Advertising

Joyfully Jay is an LGBTQ romance review blog. We have a primary focus on gay and male/male romance, but also review other LGBTQ romance, as well as literary fiction and nonfiction. Advertising with Joyfully Jay is a great way to get your message out to a large and enthusiastic group of readers who are supportive and excited about LGBTQ romance.

Joyfully Jay advertisements are placed in the right-hand sidebars below the Welcome message on <https://joyfullyjay.com>. This makes them viewable from every page on the site. The ads run for one month each, beginning on the first of the month. Your spot includes a link from the ad to any other site, such as a retailer, publisher page, or author website.

### Sizing and Pricing

Ad spots are 300 pixels high x 200 wide. These are generally standard cover dimensions, so they work very well if you want to use most existing cover art. Please note that it is important to provide art in these proportions to ensure the ad fits the space properly. Art in the wrong proportions may result in your ad not fully filling the available space. We can accept both static and animated (slide show style) advertisements.

Our advertising tiers are designed to accommodate a variety of budgets. For 2021, we are keeping our ads at previous prices.

We offer four tiers of advertising in 2021:

- **Tier 1 ads:** Top spot in each of the two sidebars - \$125 per month each (2 available)
- **Tier 2 ads:** Second spot in each of the two sidebars- \$110 per month each (2 available)
- **Tier 3 ads:** Third spot in each of the two sidebars - \$95 per month each (2 available)
- **Regular level ads:** All the remaining spots in the two sidebars - \$75 per month each

All ads are placed in the sidebar in order of booking within a given tier, beginning with the left sidebar and then the right. The earlier you book, the higher placement you will receive for your regular level ad.

Joyfully Jay will also create animated ads upon request for \$10 each. Advertisers must supply the individual images in the appropriate size/proportions and we will then create an animated ad.

### Joyfully Jay Statistics

At Joyfully Jay we post new content 4-5 times per day on Monday-Friday, as well as at least once on Sunday and occasionally on Saturdays. We average about 18 book reviews each week. In addition, we publish guest posts, book excerpts, giveaways, author interviews, editorials, and other content regularly, with author guest spots Monday-Friday. This keeps our content fresh and encourages readers to come

back often to see new posts.

Joyfully Jay is a large and busy blog and we expect that to continue. We have nine reviewers who read a wide variety of subgenres. The blog has developed a loyal following that continues to grow.

Between September 2019-August 2020, we averaged around 27.5K visitors a month. This is an increase of about 5K per month over the same period in 2017-18. We have had about 1.8 million visitors since September 2014.

### **Additional Information**

- Ads should have a file size no larger than 100k. Format can be .jpg, .png, or .gif. If you have additional file formats, we are happy to discuss availability.
- Payment for ads is due by the end of the month prior to placement. Invoices will be sent via PayPal. If you prefer to be billed at the time of booking, or to be billed through a different email address, just let me know.
- **Booking your ad indicates your acceptance of responsibility for payment for the ad.** I recognize that sometimes release schedules change and I will make every effort to help accommodate changes by looking for an alternative advertiser for your spot. However, if I cannot book someone else in your spot, you will be expected to pay for the ad space that you have booked.
- Joyfully Jay reserves the right to reject, omit, or cancel advertisements deemed not in the best interest of the Joyfully Jay audience or not appropriate for the tone of the website.
- We reserve the right to change our rates at any time, but we will honor the rate for already booked ads at the time of purchase.
- Ads do not constitute an endorsement of any sort on the part of Joyfully Jay.

Feel free to contact Jay at [joyfullyjay@gmail.com](mailto:joyfullyjay@gmail.com) with any questions. Thanks!